

THE OFFICIAL BIKE MS RIDER MAGAZINE // 2010 ISSUE

# bike MS 2010

## C.H. ROBINSON WORLDWIDE MS 150 RIDE

|||||| JUNE 11-13, 2010 |||||



bike  
**MS**  
SM

 C.H. ROBINSON  
WORLDWIDE, INC.

MS 150  
Ride 2010

## YOU ACCEPTED THE CHALLENGE.

Because you accepted this challenge, you'll be able to say that you rode 150 miles in two days, that you had to call upon those leg muscles as you rode up a hill, and that you laughed out loud the entire way down. You'll be able to say you met great people, enjoyed the fresh air and devoured that plate of food afterwards.

You can even pretend it wasn't a big deal, but it is. Because Bike MS is about fulfilling that challenge within yourself, all while raising critical funds to make a difference in the lives of people with multiple sclerosis.

Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at [www.nationalMSsociety.org](http://www.nationalMSsociety.org).



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# bikeMSminnesota



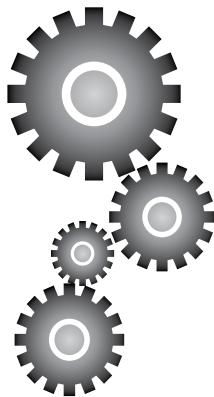
# WHERE THE MONEY GOES



The National MS Society, Minnesota Chapter is a nonprofit

organization that meets the standards of all major charity review agencies. More than 73 percent of every dollar is spent on programs and support services for people affected by multiple sclerosis and MS-related research.

Your generous contribution moves research closer to a cure and helps people with MS and their families, friends and care partners move their lives forward.



## TOGETHER, WE ARE THE MS MOVEMENT.

Every hour in the United States, someone is newly diagnosed with multiple sclerosis, an unpredictable, often disabling disease of the central nervous system that interrupts the flow of information between the brain and the body. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men living with the disease. MS affects nearly 10,000 people in Minnesota and western Wisconsin, 400,000 in the U.S., and 2.1 million worldwide.

There is no cure, but research is progressing at a remarkable rate, with more potential therapies in the pipeline than at any other time in history. In 2009, the National MS Society invested more than \$33.5 million to support 345 new and ongoing MS research projects.

With the help of people like you, the National MS Society fuels critical research for a cure and addresses the challenges of each person whose life is affected by MS. The Minnesota Chapter provides countless resources to the nearly 10,000 families touched by MS in our area, including:

- Emergency financial assistance to help steer families out of a crisis
- Independent Living Grants to help people with MS purchase products and services to adapt to the disease, such as respite care for care partners, aids for daily living, chore services and home or vehicle modification
- Nearly 70 self-help groups
- Information and referral services
- Educational programs about research, treatments, symptom management and more
- Exercise and wellness programs
- Programs for youth who have a parent or relative with MS
- Social and educational opportunities for people with MS and care partners, friends and families
- Advocacy efforts on critical issues that affect the quality of life for people with MS

## YOUR DONATION OF

- \$25 can provide Yoga and exercise instruction or other materials to people with MS through our Lending Library.
- \$50 can provide transportation to an MS education program for someone with no means to get there.
- \$200 can pay for an occupational therapy home assessment for someone who is having difficulties with daily tasks around the house.
- \$300 can maintain the operation of an MS self-help group for an entire year.
- \$400 can pay for a driving assessment for someone who needs vehicle modifications in order to remain independent in their community.
- \$500 can help pay the rent for a family affected by MS that is struggling to pay medical bills and other expenses.
- \$750 can help people with MS pay for chore services to help with tasks they can no longer handle because of the disease — like shoveling the driveway or meal preparation.
- \$2,000 can provide a scholarship to help a young person affected by MS pursue a college education.



# FUNDRAISING 101

## MAKE THE MOST OF ONLINE TOOLS

Invite friends and family to donate to you online and quickly reach your fundraising goals with minimal effort!



### FUNDRAISE WITH FACEBOOK!

Did you know that in 2009 participants who used Facebook raised up to 40 percent more than non-Facebook fundraisers? Plus, 75 percent of those donations came from brand new donors.

If you haven't started a Facebook account, now's the time! If you haven't installed the Boundless Fundraising Facebook application yet, just visit your Participant Center and click on the Facebook icon. Once installed, your Facebook friends can click the "Donate" button on your profile page sending them directly to your Bike MS personal page. Whenever you receive donations or recruit a team member, Facebook automatically sends a newsfeed update to all of your friends, increasing visibility of your Bike MS fundraising efforts!

## YOUR PARTICIPANT CENTER



### How it works

Everyone who registers for Bike MS gets a Participant Center, the online hub for managing online fundraising efforts. Using your Participant Center, you can edit your Personal Page, where friends and family can donate directly to you. You can also e-mail donors, manage your campaign and, for team captains, follow your team's progress. To get to your Participant Center, log in to your Bike MS event and click on Participant Center where you will be prompted to:

#### 1. Update your Personal Page.

Your personal page is the place to share your story — why you're riding and raising money. It's also the page in which donors can directly donate money. It's easy to change the layout, colors, story and upload pictures or a video to your Personal Page. You can even keep a blog on your Personal Page.

#### 2. Send e-mails to friends and family asking for their support.

You can easily import contacts into your Address Book from other e-mail applications such as Microsoft Outlook, Gmail or Yahoo!, or add them manually. In just a few clicks, select and send an appeal for support or a thank-you. Use a prewritten e-mail or write your own.

#### 3. Fundraise online. No cash, no checks, no hassles.

- Track your individual, ongoing fundraising progress.
- Update your fundraising goal.
- View reports on your team members' contributions.
- Send follow-up messages and thank-you e-mails to your supporters.

Have questions or need help with online tools? Contact us at 612-335-7900 or [bikeMS@MSsociety.org](mailto:bikeMS@MSsociety.org).



## TIPS AND IDEAS

- First and foremost, set a goal. Make it lofty but attainable. This motivates you, your teammates and your donors.
- Sell chocolate, calendars, Tupperware™, magazines or other items, with a portion of proceeds going toward your Bike MS campaign.
- On a team? Hold monthly challenges for your teammates. Prizes can be small items like new socks, water bottle, special treatment on the ride, etc.
- Sell concessions at a sporting event.
- Host a barbecue or potluck lunch and ask for donations.
- Host a backyard tournament like ladder golf, bean bag toss, bocce ball or badminton.
- Contact a local grocery store and bag groceries for donations.
- Are you a computer whiz, awesome dancer or world class chef? Offer lessons in your area of expertise in exchange for donations.
- Place a donation jar or event information at your cubicle. Make the display eye-catching and creative.
- Include a link to your personal page in your e-mail signature.
- If you participate in honor of someone, get their permission to include their photo and story in your "ask" letters, Web site, etc.
- Use Twitter to ask for donations or recruit team members.
- If you are on a corporate team, get the entire office involved. Ask the company to donate days off or allow casual days for donations.
- Hold spinning contests in your office foyer to recruit donations and teammates.
- Use your company's matching gifts program.
- Host a "lunch and learn" at your office, and invite MS staff to present information.
- Visit [www.bikeMSminnesota.org](http://www.bikeMSminnesota.org) for sample pledge letters and more fundraising tips.



## COLLECTING CASH OR CHECK DONATIONS

Please feel free to turn in cash or check donations as you receive them. Sending donations in before the event or encouraging your donors to contribute online saves us money. To cut costs, the MS Society no longer provides printed receipts, deposit slips or donation sheets, but they are available to download online. Visit the MS 150 home page and click on "Event Details."

Drop off or mail your donations to the MS Society, 200 12th Ave. S., Minneapolis, MN 55415. If you do not include a deposit slip (available online) with your donations, please include your name, address and event name. Checks should be made out to the National MS Society. Be sure your full name and ID number is written on the check's memo line, which helps ensure the money is credited to the correct account. You have until the July 9, 2010, pledge deadline to turn in any donations that trickle in after the ride.

# FUNDRAISING CLUBS

It's a good feeling knowing every dollar you raise makes a difference in the lives of people with MS. Plus, you can even join a prestigious Bike MS club. The more money you raise, the more perks you receive so get moving — we'll help you get there!

## GOLDEN GEARS CLUB, \$1,000

Raise \$1,000 by the day of the event and there will be special perks for you on the ride and recognition throughout the year. Just imagine if you asked everyone you know for \$50 — only 20 people need to accept, and you've met your goal.

- Free registration at next year's ride
- Special parking
- Access to Pete's Hoopla Tent (see Page 9)
- Reserved port-o-potties
- Rest stop perks at one designated rest stop per day
- Special gold wristband and numbers to recognize you on the ride
- Golden Gears Club jersey in your inaugural year and a star to add to your jersey every year after

## VIP CLUB, \$3,000

Raise \$3,000 and you not only receive all the perks of the Golden Gears Club, but you and a guest gain access to our VIP tent, along with other perks. Plus, you'll be invited to the Sylvies awards banquet in 2010. Set your fundraising goal high and watch for your invitation.

- All perks of the Golden Gears Club
- Recognition on route
- Designated seating area during lunch on the event
- VIP tent invite + one guest in Hinckley
- VIP jersey in your inaugural year
- Ride the Bike MS: Allianz Twin Cities Ride and Bike MS: Star Tribune TRAM Ride for free (see Page 9)
- Dedicated society staff to help you through the Bike MS: C.H. Robinson Worldwide MS 150 Ride season
- Invitation to the Sylvies awards banquet (see Page 9)

## MISSION STARS CLUB, \$9,000

This is the big ticket. You receive all the perks of the Golden Gears and VIP clubs in addition to recognition throughout the year for your tremendous fundraising efforts.

- All perks of Golden Gears and VIP clubs
- Rest stop named in your honor
- Mission Stars Club fleece vest in your inaugural year
- On-stage recognition and globe presentation at the Sylvies awards banquet (see Page 9)

## CLUB 150

This exclusive club is made up of the top 150 fundraisers from the previous year's event. For your outstanding fundraising efforts, you receive a personalized yellow bib number that corresponds with your fundraising ranking, special recognition at the start and finish lines, access to Pete's Hoopla Tent at Century College (see Page 9) and your name listed on the Web site.

## NEW IN 2010 — PETE'S HOOPLA TENT



Anyone who raises \$1,000 or more gains access to Pete's Hoopla Tent at the Century College check-in on Friday and Proctor on Saturday. Stop here after you check in for some extra-special perks and a special road trip kit. If you haven't received your Golden Gears jersey, Pete will have it for you at the Hoopla Tent. Plus, if you're a walk-on Golden Gears member, Pete will turn your rider tags gold so everyone knows your incredible commitment to the MS movement.

## NEW IN 2010 — RIDE THE BIKE MS SERIES FOR FREE

Participants in any of the Minnesota Bike MS rides who raise \$3,000 are eligible to ride all three rides in the series — no registration fee or minimum fundraising level required. These people will be recognized on the Web site for their hard work and commitment to finding a cure for MS. To register, call Pete Bonk at 612-335-7986.

## SYLVIES

The Sylvies awards banquet is the MS Society's big event to celebrate and recognize all top fundraisers, volunteers, sponsors and donors. Mission Stars Club members receive on-stage, individual recognition for their efforts.

## TOUR OF CHAMPIONS

The Tour of Champions is a getaway for the National MS Society's top fundraisers. This is an opportunity to spend three days with other top fundraisers and learn how the MS Society is changing the lives of those living with MS. Nov. 10-12, 2010, in Chicago, IL.

**For one, raise \$9,000; for two, raise \$15,000 and choose the Tour of Champions**

- Airfare from the Minneapolis/St. Paul Airport; ground transportation provided
- Hotel accommodations (double occupancy)

# FUNDRAISING PRIZES

## GIFT CERTIFICATES

Best Buy gift certificates may be used in stores, catalogs or online. Bike shop certificates can only be redeemed at one of the following: Bicycle Chain, County Cycles, Erik's Bike Shop, Freewheel Bike, Gateway Cycle, Hoigaard's, Maple Grove Cycling, Penn Cycle and Tonka Cycle.

## PRIZE DEADLINE

**The prize deadline is July 9, 2010.** Turn in at least \$500 in donations by the July 9 prize deadline and you may receive a gift certificate from either a sponsoring bike shop or Best Buy — and/or choose a Bike MS: C.H. Robinson Worldwide MS 150 Ride 2010 jersey. We will contact you to find out your prize selection. Please allow two to three months for delivery.

The MS Society thanks Best Buy™ and all bike shops for providing a portion of our prizes. The MS Society purchases a portion of all prizes. Prizes are based on money turned in by July 9, 2010, and the prize selected online. Prizes are not cumulative. Prizes may not be redeemed for cash. Participants are responsible for paying taxes on all prizes. We reserve the right to substitute prizes of equal or greater value. Riders requesting a jersey after the event are not guaranteed to receive one. Each rider is required to collect and submit a \$300 fundraising minimum. Due to the value of the gift certificates, they will be mailed after the event after all donations are processed and entered into the database. Donations received from non-participants are 100 percent deductible. For participants, donations over \$78.50 are deductible for federal income tax purposes. Sponsorship of society fundraising events does not connote that the National Multiple Sclerosis Society recognizes superiority in products or services provided by the sponsoring entity over other entities providing like or similar products or services.

## EACH RIDER IS REQUIRED TO COLLECT AND SUBMIT A \$300 FUNDRAISING MINIMUM.

Prize selections will be made online following the event and are based on money turned in on or before July 9, 2010.

**Raise \$500** and choose a \$45 bike shop OR \$30 Best Buy gift certificate OR a jersey OR become an Extra-miler.

## GOLDEN GEARS LEVEL (*see Pages 8-9 for the perks!*)

**Raise \$1,000** and choose a \$75 bike shop OR \$50 Best Buy gift certificate OR a gift certificate AND jersey (gift certificate will be \$50 less) OR become an Extra-miler.

**Raise \$2,000** and choose a \$150 bike shop or \$100 Best Buy gift certificate OR a gift certificate AND jersey (gift certificate will be \$50 less) OR become an Extra-miler.

## VIP LEVEL (*see Pages 8-9 for the perks!*)

**Raise \$3,000** and choose a \$200 bike shop OR \$150 Best Buy gift certificate OR a gift certificate AND jersey (gift certificate will be \$50 less) OR become an Extra-miler.

**Raise \$5,000** and choose a \$300 bike shop OR \$250 Best Buy gift certificate OR a gift certificate AND jersey (gift certificate will be \$50 less) OR become an Extra-miler.

## MISSION STARS LEVEL (*see Pages 8-9 for the perks!*)

**Raise \$9,000** and choose a \$600 bike shop OR \$500 Best Buy gift certificate OR a gift certificate AND jersey (gift certificate will be \$50 less) OR receive the Tour of Champions trip for one OR become an Extra-miler.

**Raise \$15,000** and receive the Tour of Champions trip for two OR become an Extra-miler.

## EXTRA-MILERS

Want to waive or donate your prize back to the National MS Society to further your support? If so, you'll join the Extra-milers Club.

Many participants generously waive or donate their prizes back to the National MS Society to further their support. These funds help find the cause of and cure for MS as well as provide ongoing support to people living with MS in our area. Thank you for your generosity! As part of this dedicated group, you receive special recognition on the Web site.

# TEAM UP

## WHAT MAKES A TEAM?

A team is made up of four or more people who share a commitment to the MS movement or even just a love of cycling. Teams come in all shapes and sizes — anywhere from four to 400 people.

## WHY FORM A TEAM?

Riding the MS 150 is a pretty amazing experience — and doing it with friends, family or co-workers makes it 10 times better. Not only that, you can participate in team competitions and earn really great prizes including team tents and easy pre-check-in at your office. With teammates at your side, you'll raise more money and have more fun — from the time you register to the moment you cross the finish line.

Did you know approximately 75 percent of cyclists in Bike MS: C.H. Robinson Worldwide MS 150 participate as part of a team? That means this year you will join more than 2,800 team members dedicated to creating a world free of MS.



## FORMING A TEAM IS EASY

In order to create a team, team captains must register before any team members. Designate a team captain, make up a fun team name, and when you register online for Bike MS: C.H. Robinson Worldwide MS 150 Ride, choose the option "Create a new team." If you want to register with a team that's already been created, click "Join an existing team."

If you are already registered as an individual rider and would like to form a new team, call Kris, Pete or Cortney today at 612-335-7900. Or, if you're new in town and don't have anyone to ride with, they can help match you with a team that's right for you.



# TEAM UP

## CORPORATE TEAMS

### Benefits of forming a corporate team:

- Help the nearly 10,000 people living with MS in Minnesota and western Wisconsin and 400,000 nationwide
- Build company morale
- Successfully market your company to core consumer audiences — attach your name to a well respected cause
- Community involvement makes good business sense
- Our events promote healthy living and exercise, which in turn makes healthier employees
- Thousands of people will see how your company supports its employees
- Enjoy great team perks and incentives



## FORM YOUR CORPORATE TEAM TODAY!

In 2009 corporate-supported Bike MS: C.H. Robinson Worldwide MS 150 teams raised more than \$1 million. We need you to join the movement and help us move toward a world free of MS. For more information about corporate teams, call Kris van Osnabrugge at 612-335-7922.



## Join us in Tent Village!

Any team (friends and family or corporate) with four or more members that raises more than \$25,000 gets to relax in their own team tent in Hinckley! This is a great way to promote your team and highlight your accomplishments.

Want to join us in Tent Village but your team hasn't reached the \$25,000 mark? You can rent your own team tent through the MS Society.

For more information about team programs or incentives, contact the Team Engagement staff today.

Kris van Osnabrugge

612-335-7922

[kvanosnabrugge@MSsociety.org](mailto:kvanosnabrugge@MSsociety.org)

Pete Bonk

612-335-7986

[pbonk@MSsociety.org](mailto:pbonk@MSsociety.org)

Cortney Dahl

612-335-7971

[cdahl@MSsociety.org](mailto:cdahl@MSsociety.org)

## PACKING LIST

Each rider is allowed two packed bags. This includes any camping items, tents, coolers, etc. Luggage items have a weight limit of 35 pounds. If you have trouble carrying it, lighten the load. Think of the volunteers who are already loading and unloading more than 6,000 bags.

Please label your items with the luggage tags you receive at check-in. Your rider number is printed on them.

### CHECK-IN MATERIALS

- The majority of participants will not need to bring anything to check-in. Check-in envelopes will NOT be mailed out prior to the event; they will be waiting for you at check-in.
- Signed waivers: Most riders will have completed an online waiver or paper waiver prior to the event. Anyone who has not yet completed a waiver will need to bring it with them or complete it at check-in. Riders under 18 years of age must also complete an additional minor waiver.
- Any collected donations or matching gift forms that haven't been submitted yet.

### CYCLING GEAR

<input type="checkbox"/> Bicycle with rider number attached	<input type="checkbox"/> Tool kit/repair kit
<input type="checkbox"/> Helmet (required)	<input type="checkbox"/> Cycling shoes
<input type="checkbox"/> Mirror (helmet or bar-end type)	<input type="checkbox"/> Padded cycling shorts
<input type="checkbox"/> Two water bottles	<input type="checkbox"/> Rain gear
<input type="checkbox"/> Spare tubes and patch kits	<input type="checkbox"/> First aid kit
<input type="checkbox"/> Mini-air pump	

### PERSONAL ITEMS

<input type="checkbox"/> Clothes for Saturday night	<input type="checkbox"/> Flashlight
<input type="checkbox"/> Toiletries	<input type="checkbox"/> Towel and washcloth
<input type="checkbox"/> Medications (pain reliever, prescriptions)	<input type="checkbox"/> Identification cards
<input type="checkbox"/> Sunscreen and lip balm	<input type="checkbox"/> Spending money
<input type="checkbox"/> Insect repellent	<input type="checkbox"/> Camera
<input type="checkbox"/> Sunglasses	<input type="checkbox"/> Garbage bags (use them to line your bag in case of rain)

### CAMPING/SLEEPING GEAR *(if desired)*

<input type="checkbox"/> Waterproof tent	<input type="checkbox"/> Small pillow
<input type="checkbox"/> Sleeping bag	<input type="checkbox"/> Sleeping mask
<input type="checkbox"/> Sleeping pad or air mattress	<input type="checkbox"/> Ear plugs

# RIDE DETAILS

## EVENT CHECK-IN

Riders have three check-in location options: Pre-check-in at the MS Society office, Century College in White Bear Lake or Proctor High School in Proctor.

**Regardless of which option you choose, here's what will happen at check-in:**

- Turn in any money or matching gift forms you've collected that haven't already been submitted. (See Page 7 for information about turning in cash or check donations.)
- Verify your contact information.
- Receive your rider packet. The packet includes a wristband, which must be worn all weekend, a bike tag and two luggage tags. The wristband and tags each have your rider number printed on them.
- Receive your event T-shirt.
- **NOTE:** Riders under age 18 must have a minor's waiver notarized before or at check-in. See Page 22 for details about the underage rider policy.
- **NEW:** Participants will NOT receive a rider check-in envelope prior to the event. The process will be paperless for those attending pre-check-in. For riders who don't attend pre-check-in, your pre-printed envelope will be waiting for you at whichever check-in location you choose.

**Thursday, June 3, 8:30 a.m. to 7:30 p.m.**

### PRE-CHECK-IN: MS SOCIETY OFFICE

**200 12th Ave. S., Minneapolis, MN 55415**

Visit [MSsociety.org](http://MSsociety.org) and click on "About this chapter," then "Directions."

**Pre-check-in saves you time the weekend of the ride.**

- If you plan to attend pre-check-in and take a bus from Century College to Proctor High School on Friday, skip to "After check-in" under Century College.
- If you plan to arrange your own transportation to Proctor and check in on Saturday, skip to "After check-in" under Proctor High School.

**Friday, June 11, 1 to 7 p.m.**

### CENTURY COLLEGE, WHITE BEAR LAKE CHECK-IN

**NEW LOCATION**

**3300 Century Ave. N., White Bear Lake, MN 55110**

*From downtown St. Paul:* I-35E north to I-694 east, exit at Hwy. 120 (Century Ave.). Continue north approximately one half-mile. West Campus is on the left. *From downtown Minneapolis:* I-35W north to Hwy. 36. East on Hwy. 36 to I-35E north, follow to I-694. Go east on I-694 and exit at Hwy. 120 (Century Ave.). North on Hwy. 120 for approximately one half-mile. West Campus is on the left.

**When you arrive**

- Volunteers will direct riders to the appropriate parking areas. Mission Stars, VIP and Golden Gears members will receive special parking permits in the mail prior to the event.
- Leave your luggage and bike in your car and proceed to the building.

**Check-in**

- Riders will be greeted at an initial checkpoint where a volunteer will direct you to the appropriate check-in table.
  - **NEW:** Minors, participants who owe money from previous events, participants who haven't yet completed a waiver, and people who haven't yet registered for the 2010 ride will be directed to a customer service check-in table.
- Turn in your donations and receive your rider packet. Put on your wristband so you can receive your event T-shirt.

**After check-in**

- If you raised \$1,000 or more, head to Pete's Hoopla Tent for some extra special perks (see Page 9 for details).
- Put your tags on your bike and luggage.

- Drop off your bike at the bike loading area (Look for semis in parking lot).
- Proceed to the bus loading area with your luggage.
- The first bus departs shortly after 1 p.m. and buses leave continuously during check-in. The final bus departs at 7 p.m.
- Each bus must be filled before departure. If traveling with a group, make sure all your members are together and ready before boarding.
- Remember you must be wearing your wristband in order to board the bus.

**Saturday, June 12, 5:30 to 8 a.m.**

## PROCTOR HIGH SCHOOL CHECK-IN

**131 Ninth Ave., Proctor, MN 55810**

*From the Twin Cities:* I-35W north to Boundary Ave. (exit 249). Left on Boundary Ave., CR-14. Left on U.S. Hwy. 2. Left on Second St. High school is straight ahead at the intersection of Second St. and Ninth Ave.

### When you arrive

- Volunteers will direct riders to the appropriate parking areas.
- Leave your luggage and bike in your car and proceed to the building.
- Enter Proctor High School and follow signs to classroom.

### Check-in

- Riders will be greeted at an initial checkpoint where a volunteer will direct you to the appropriate check-in table.
- NEW: Minors, participants who owe money from previous events, participants who haven't yet completed a waiver, and people who haven't yet registered for the 2010 ride will be directed to a customer service check-in table.
- Turn in donations, receive your rider packet and so on (see Page 14).
- Put on your wristband so you can receive your event T-shirt. Volunteers will direct you to the T-shirt table.

### After check-in

- Put your tags on your bike and luggage.
- Bring your luggage to the luggage loading area.
- Water and sports drink stations will be available at the bike corral, along with bike mechanics for any last minute needs.
- Breakfast is served from 5:30 to 8 a.m. in the cafeteria.
- See Page 17 for details on this year's new mass start.
- If you raised \$1,000 or more, head to Pete's Hoopla Tent for some extra special perks (see Page 9 for details).



# RIDE DETAILS

## WEATHER

Bike MS events go on rain or shine. MS Society staff announces the most up-to-date weather conditions each evening of an overnight event. Official weather reports are provided by Televent DTN. Please seek shelter immediately if you encounter severe weather while riding.

## MEALS

All riders receive breakfast, lunch and dinner Saturday and Sunday. Lunch is provided at rest stops on the route. Meals are served at the overnight site Saturday at Grand Casino Hinckley and at the finish line at Century College in White Bear Lake on Sunday.

The Proctor varsity hockey team hosts a fundraising dinner Friday at the high school for a small fee. The MS Society provides breakfast in Proctor from 5:30 to 8 a.m. in the school cafeteria and outside.

## TRANSPORTING YOUR BIKE

- If you are taking the bus from Century College in White Bear Lake to Proctor Friday afternoon, your bike will be transported to the destination on trucks. For riders who live near Proctor and are taking the returning bus Sunday afternoon, your bikes will also be transported in a separate truck.
- All bike numbers should be on your bike prior to loading onto a truck. Please remember the semi truck number (1, 2, 3, etc.) to make locating your bike in Proctor as easy as possible.
- We use care while loading bicycles, but feel free to wrap your bike for extra protection. Pipe insulation works well. Also, remove any items that may fall off your bike during transport (mirrors, water bottles, etc.). All bikes will be unloaded from the trucks and placed in the bike corral for easy identification in the morning.
- When unpacking your bike, dispose of your wrapping in the appropriate garbage boxes.

## LUGGAGE

- Each rider is allowed two pieces of luggage for the duration of the event. These two pieces include camping gear (if needed) and clothing for the weekend. Please limit weight to 35 pounds per bag or less.
- You receive two luggage tags with your rider number at check-in. Be sure to affix them to your luggage before boarding the bus.
- You load your luggage underneath the buses at Century College on Friday. When you arrive at Proctor, you can take it directly to your desired campsite or shuttle bus to the hotels in the area.
- On both Saturday and Sunday morning, volunteers are available to assist you in loading your luggage onto the trucks for the day. These trucks transport all luggage to our destination site and unload upon arrival.
- Find your luggage by looking in the rows that correspond to your rider number.

## SHOWERS

Showers are available in the locker rooms at both Proctor High School and Hinckley High School and at Grand Casino Hinckley.

## New mass start with country music star Clay Walker

\*Brand new in 2010\* This year's ride begins Saturday with a staged mass start! Not only that, Bike MS: C.H. Robinson Worldwide MS 150 welcomes nationally acclaimed recording artist Clay Walker and his Bike MS team, Band Against MS (BAMS), to help kick things off in style. As Grand Marshal, Clay will welcome riders and sing the Star Spangled Banner before leading cyclists onto the route.

**The mass start will take place at approximately 7 a.m.**, so be sure to stick around and enjoy the festivities. More details on Saturday's mass start will be included in the final newsletter, which you'll receive prior to the ride.

Congratulations to the following top MS 150 2009 participants and teams, who will join Clay and the BAMS Bike Team in leading out the pack.

Team Robinson, title sponsor team

Dennis McGill, top individual fundraiser

Cargill — Team Pelleton, top corporate team, most improved team and Bike MS Cup winning team

BACKDRAFTERS, top friends and family team

Team Mortenson, top rookie team

Spoons 'N Spokes, largest team



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### ABOUT CLAY WALKER AND BAND AGAINST MS

Clay Walker released his first hit, "What's It To You," 17 years ago, and there have been plenty since. Walker is preparing to release his 10th album and of his nine previous albums, four are RIAA-certified platinum, two more are certified gold; and among nearly three dozen singles, 11 have been No. 1.

But the country music star has another passion — putting an end to multiple sclerosis. He was diagnosed with the disease in 1996 and since then, has become a relentless advocate for a cure. Walker — a competitive cut-horse rider and skilled golfer — carries the fight for a cure with his charity organization, Band Against MS.

"A good friend once said you should spend 10 percent of your time on the problem, and 90 percent on the solution," Walker said. "Band Against MS teams up with the National MS Society to raise awareness that this is a disease that needs research and needs a cure. We have a start, there's a chance here, that there can be a cure for this disease."

Band Against MS, Inc. is nonprofit organization committed to providing educational information for those living with MS, funding research for a cure and funding programs helping those living with the disease.

The BAMS Bike MS team travels the country to raise funds and awareness. This year, the team will participate in Bike MS rides in Tennessee, Texas, Washington and Minnesota.

To learn more, visit [www.bandagainstms.org](http://www.bandagainstms.org).



# OVERNIGHT DETAILS

## INFORMATION/FIRST AID

Information volunteers are located at the security building near the food tent on the grounds of Grand Casino to answer any questions. First aid personnel will also be available at this location throughout the night for any medical needs you may have.

## LODGING/CAMPING

We are fortunate to have ample camping space for all those who wish to spend the evening out under the stars. For the less adventurous, indoor camping options are available both Friday night in the Proctor High School Field House and Saturday night at Hinckley Elementary School.

For Friday, June 11, RV parking is available at St. Rose Catholic Church on Sixth Avenue in Proctor and for Saturday, June 12, on the Grand Casino Hinckley grounds.

For those who prefer not to camp, see Page 19 for a list of nearby hotels. Please make your own reservations and keep in mind these rooms fill up quickly, so don't delay. You may want to keep calling for cancellations if you don't get a room right away.

## SHUTTLES

Shuttle buses make continuous loops to nearby hotels, indoor camping and local establishments both Friday and Saturday evenings. Only the hotels listed in this magazine are included in the shuttle routes, so you will need to make your own plans for getting to and from the overnight grounds if you choose to stay in a different hotel. Shuttles pick you up in the morning in time to get breakfast, fill your water and sport drink bottles and head out on the route.

## TEAM TENT VILLAGE

Many teams take this evening to celebrate with one another in Tent Village, a collection of banquet style tents located near the campgrounds. Some go as far as bringing their own massage therapists and BBQ dinners. Be sure to wander through the village and take in the decorations from all the team tents.



## HOTELS

The MS Society provides shuttles to and from the following hotels:

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### DULUTH/PROCTOR

Shuttle buses run Friday, June 11, (until 11 p.m.) and Saturday, June 12, (5 to 8 a.m.).

**AmericInn**, Proctor, 218-624-1026 or 800-634-3444

**Best Western**, downtown Duluth, 218-727-6851 or 800-570-9802

**Canal Park Lodge**, Canal Park, 218-279-6000 or 800-777-8560

**Comfort Inn West**, 218-628-1464 or 800-228-5150

**Country Inn & Suites**, Proctor, 218-628-0668 or 800-456-4000

**Hampton Inn**, Canal Park, 218-720-3000 or 800-HAMPTON

**Holiday Inn**, downtown Duluth, 218-722-1202 or 800-477-7089

**Inn on Lake Superior**, Canal Park, 218-726-1111 or 888-668-4352

**Radisson Hotel**, Duluth, 218-727-8981 or 888-201-1718

**Red Roof Inn (formerly Spirit Mountain Lodge)**, Proctor, 218-628-3691 or 800-777-8530

**Super 8**, downtown Duluth, 218-628-2241 or 800-800-8000

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### HINCKLEY/NORTH BRANCH

Shuttle buses run Saturday, June 12, (noon to 10 p.m.) and Sunday, June 13, (6 to 8 a.m.).

**Days Inn**, 320-384-7751 or 800-559-8951

**Travelodge**, 800-384-6112

**Grand Hinckley Inn**, 800-HOTEL-17

**Grand Casino RV Resort & Chalets**, 800-HOTEL-17

**Grand Casino Hinckley Hotel**, 800-HOTEL-17

**Grand Northern Inn**, 800-HOTEL-17

There will be scheduled stops to North Branch. See details in final mailing.

**AmericInn Lodge and Suite**, North Branch, 651-674-8627 or 800-494-0562

**Budget Host Inn & Suites**, North Branch, 651-277-8000 or 800-283-4678

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For more information about overnight towns, call the Duluth Visitor's Bureau at 800-4-DULUTH or the Hinckley Visitor's Bureau at 800-996-4566 or the North Branch Chamber of Commerce at 651-674-4077.

# RIDE DETAILS

## REST STOPS AND ROUTE

The MS 150 is a fully supported event covering, you guessed it, 150 miles. Our staff and volunteers work diligently to make sure the event is fun for everyone.

Every 10 to 15 miles, the MS Society provides rest stops with fruit, water, sport drinks and snacks. First aid personnel and bike mechanics are also available at each rest stop. In addition to maps you receive, the route is very well marked with orange signs along roads and trails marking turns, intersections and general directions.

The ride kicks off Saturday with a mass start at approximately 7 a.m. (See Page 17 for more details. Additional details will also be included in the final newsletter prior to the ride.)

On Sunday, the route opens at 6:30 a.m. Riders may leave any time between 6:30 and 8:30 a.m. Please do not leave outside the 6:30 to 8:30 a.m. time frame as our rest stops and lunch stations are scheduled around the start time. If you start prior to 6:30 a.m., we cannot guarantee you will be supported by rest stops along the route. This becomes dangerous especially since the weather can be unpredictably warm or stormy that time of year.

While we make every effort to ensure the safety of our riders, it is important to note that the road portions of the route are NOT closed to vehicular traffic. You must obey all traffic signs and laws while riding and share the road and trails with other bicycles and vehicles.

## SATURDAY REST STOPS

### Carlton — *sponsored by Walman Optical*

Open approx. 7 to 10 a.m.

In honor of Mission Stars Club member Nancy McGill who raised \$11,705

### Mahtowa — *sponsored by Luther Westside Volkswagen*

Open approx. 7:30 to 10:30 a.m.

In honor of Mission Stars Club member Ronald Schutz who raised \$11,100

### Moose Lake — *sponsored by Private Bank Minnesota*

Open approx. 8:30 a.m. to 12:30 p.m.

In honor of Mission Stars Club member Rachel Hollstadt who raised \$9,045

### Willow River (lunch stop) — *sponsored by Express Scripts*

Open approx. 9:45 a.m. to 2:30 p.m.

In honor of Mission Stars Club member Denny McGill who raised \$33,375

### Finlayson — *sponsored by Larkin Hoffman*

Open approx. 10:15 a.m. to 3:30 p.m.

In honor of Mission Stars Club member Pierre Jean Laupies who raised \$10,908

## SUNDAY REST STOPS

### Pine City — *sponsored by Mortenson Construction*

Open approx. 7 to 10 a.m.

In honor of Mission Stars Club member Dan Haag who raised \$9,535

### Rush City — *sponsored by Comcast*

Open approx. 7:15 to 10:30 a.m.

In honor of Mission Stars Club member David Potts who raised \$11,220

### North Branch (lunch stop) — *sponsored by Andersen Corporation*

Open approx. 8:45 a.m. to 1 p.m.

In honor of Mission Stars Club member Greg Lang who raised \$12,267

### Wyoming — *sponsored by Assurant*

Open approx. 9:15 a.m. to 2:30 p.m.

In honor of Mission Stars Club member Mike Schrock who raised \$17,014

### Hugo — *sponsored by Donaldson Company*

Open approx. 9:45 a.m. to 3 p.m.

In honor of all Mission Stars Club members

While you ride, you should only be concerned about two things: having fun and riding safely. Here are just a few of the volunteer groups who will be supporting you during the weekend adventure.

## INTERSECTION SAFETY

Intersection volunteers are positioned to provide riders with assistance when intersections are encountered along the route. Note: These volunteers are not permitted to stop or direct traffic. All cyclists must take personal responsibility for their own safety when crossing an intersection.

## MOTORCYCLE ESCORTS

Motorcycle escort volunteers can be found along the route. They monitor and guide cyclist traffic, but are not permitted to stop vehicular traffic. They'll be riding motorcycles and wearing safety vests so you can't miss them.

## COMMUNICATIONS SUPPORT

Communications volunteers are stationed at every rest stop along the route and in each of the support and gear vehicles. If you encounter an accident or other emergency, let a communications volunteer know.

## FIRST AID

All rest stops are equipped with first aid supplies and personnel — both sponsored and provided by SMDC Medical Center in Duluth, Minn.

## BIKE SHOP MECHANICS

Nine local bike shops sponsor Bike MS. Bike mechanics will be available at the start of each day, at all rest stops during the day and in Hinckley at the end of the first day. Get your bike inspected weeks before the ride and most serious problems should be discovered at this time. See Page 31 for a list of participating bike shops.

## RIDE MARSHALS

Wearing red jerseys, this team of experienced cyclists aims to help you reach the finish line safely. All ride marshals are trained in the rules of the road and the Bike MS ride.

## SCENE MANAGEMENT TEAM

These are trained professionals who have an EMT license or higher. They patrol the route in pick-up trucks with amber lights and respond to medical issues as needed.



## SAG VANS

Just can't push another pedal? Look for support and gear vans and give the thumbs down signal to be picked up. You and your bike will be transported. NOTE: The trip to the finish line is not always direct. Be patient as we pick up other cyclists. If you only want a ride to the next rest stop, let the driver know.

## ROUTE MARKINGS

Follow the orange arrows every pedal of the way. You'll see our route signs at each turn and even on straightaways, so you know you didn't make a wrong turn.

## NOTE ABOUT PERSONAL SUPPORT VEHICLES

Personal support vehicles are not permitted on the route. Please understand our need to cut down on vehicular traffic for your safety. If you or your team wishes to use a personal support vehicle, notify Bike MS staff. We can provide off-route directions between rest stops and alternate parking locations.

Contact Will Ziegenhagen at [wziegenhagen@MSsociety.org](mailto:wziegenhagen@MSsociety.org) or 612-335-7992, if you or someone you know is interested in volunteering for any of the route support groups.

# RIDE DETAILS

## FINISH LINE

Cross the finish line to the sounds of cheering friends and volunteers. Relax with a massage, enjoy the festivities, visit with fellow riders and enjoy a finish line meal. Register for 2011 and receive a free gift.

## UNDERAGE RIDER POLICY

In an effort to minimize risk during Bike MS events, the Minnesota Chapter has adopted a new policy for underage riders. The following guidelines apply for all Bike MS participants:

- The National MS Society will contact parent/legal guardians of all riders under 18 prior to the event.
- All riders must be at least 12 years of age as of June 11, 2010, and accompanied by an adult at least 21 years of age or older. Participants must have a waiver and release form on file with a parent or legal guardian's signature. The release acknowledges the society's policy on minors and accepts full responsibility for the welfare of their child.
- **All underage riders must be accompanied by a parent or responsible adult at all times. The adult must be at least 21 years of age and be registered for the event. The adult-to-child ratio for 12 to 17-year-olds must be at least 1:3.**
- If a child is on a tandem, all above requirements apply.
- No trailers or carriers will be permitted on the route due to their low profile and diminished visibility by vehicles. This national policy is intended to reduce the potential risk to occupants of trailers, creating a safe environment for all participants.
- All riders under the age of 18 must complete a review of the safety brochure and youth rider flier with a parent or legal guardian.

# CYCLING 101

## CHOOSING A BIKE

Most MS 150 cyclists ride either a road bike or hybrid. If you choose to ride a mountain bike, take our advice and switch the fat, knobby tires for thin, road slicks. It is of utmost importance that you are fitted for your bike before you start your training for the season.

DO NOT make any adjustments the week prior to the ride. Believe it or not, this can have a terrible impact on your comfort during the ride and may even cause injury.

## ACCESSORIZE BEFORE YOU EXERCISE!

**Water bottle and cage** — Don't leave home without it. On Bike MS, it's important to drink before you're thirsty so you stay hydrated. When you get your bike, be sure it's outfitted with a water bottle cage and at least a 20 oz. bottle. While you train, get comfortable grabbing and returning your bottle as you ride. Make sure to stop in at the rest stops to fill up your bottle with water or sports drinks.

**Saddles** — Everybody is different. Getting fitted for a saddle by a bike shop is the best way to make sure you're comfortable. Trust us, your rear end will thank you!

**Mirror** — A bicycle mirror helps you see if cars or other riders are approaching or preparing to pass.

**Seat bags** — Great for ID, sunglasses, a spare tube, rain gear and whatever else you may need with you on the ride.

**Cycling shoes/clipless pedals** — Cycling shoes offer stiff soles to prevent foot flex and fatigue. Clipless pedals add to cycling efficiency. If you go this route, be sure to train with your clipless pedals so you're comfortable with the adjustment.

**Clothing** — Cycling shorts are a must. Jerseys offer pockets for easy access to energy bars, gels and bananas. Tights and rain gear are recommended for inclement weather. Socks, gloves and sunglasses come in handy, too.

**Speedometer/odometer** — Track your progress as you train and also monitor yourself during the ride. It's important to know your riding ability and how far you can push yourself.



## BIKE INSPECTION

After a season of training or, worse yet, a season of hanging in a garage, your bike is due for an inspection. Your local Bike MS sponsoring bike shops offer free inspections.\* Take your bike in for a good once-over. After all your preparation, we'd hate to see you get on the road with an ill-prepared bike and ruin your event.

\*Inspection does not include parts or additional labor. See Page 31 for list.

# CYCLING 101

## TRAINING TIPS

So you've decided to ride 150 miles in two days. Most of us aren't going to be able to start riding 75 miles in one day unless we've been wintering in warmer climates and riding regularly. For the rest of us, start a bit smaller. Eight weeks is plenty of time to get you ready for this weekend adventure!

As with any other exercise program, consult your doctor before beginning. Listen to your body; if you need a break, take a break; if you want to go farther, go for it. If you think you're overdoing it, you're right. Most of all have fun and enjoy your rides.

Here are some tips to make the most of your training:

- Ride with someone! Even if you're the only one you know riding Bike MS, this is a great opportunity to get your family and friends involved. This is also a great way to obtain new donors for your fundraising.
- Don't worry about the speed you're riding, it's the frequency and duration that are the key factors in your training. Just keep it comfortable and consistent.
- Take care of yourself even when you're not on your bike. Drink plenty of fluids, make smart food choices and make sure to get enough rest.

- Replenish your body within 30 minutes after a ride by drinking water and snacking on something with carbohydrates.

## CUSTOMIZE YOUR TRAINING WITH TRAINING PEAKS

TrainingPeaks.com is the official training software of Bike MS. Through TrainingPeaks, access customized Bike MS training plans and map your rides, keep a food diary and workout log, and track your heart rate, power, speed and more. You can choose among six cycling plans with various route lengths and ability levels. Simply use the free Basic Personal Edition or for a monthly subscription, use the Premium Personal Edition.



## TRAINING RIDE INFORMATION

For information about training with local bike clubs, please visit [bikeMSminnesota.org](http://bikeMSminnesota.org).

## SAMPLE TRAINING SCHEDULE

**Eight weeks prior to the event:** Head out on two five-mile rides with one 10-mile ride. Ideally, a rest day before and after the 10-mile ride will allow the body to recover more easily and to help you decide if you need a different saddle.

**Seven weeks to go:** increase the frequency of the rides to two five-mile rides and two 10 mile rides. Congratulations, you're riding 30 miles this week!

**Six weeks:** Two 10-mile rides and one 15-mile ride will improve your endurance and allow you ample time to recover during the off days.

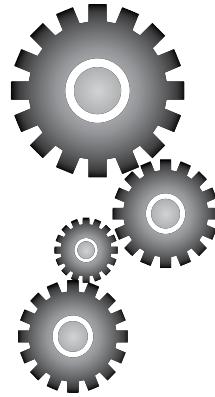
**Five weeks:** One 10-mile ride, one 15-mile ride, and one 20-mile ride bring the total for the week to 45 miles.

**Only four weeks to go:** Now is when you want to focus on mileage, not frequency. The weekends are a great opportunity to get in one 20-mile ride and one 30-mile ride with a 15-mile ride during the week.

**Three weeks until the event, and even more miles to come.** One 10-mile ride during the week will maintain the fitness levels you've built along the way. One 30-mile ride and one 40-mile ride during the weekend will enhance your endurance levels and make that spandex fit perfectly.

**Two weeks left and 90 miles later!** One 10-mile ride doesn't seem like much after last week's ride, but it will help the muscles recover and prepare for this week's 50-mile and 60-mile bike ride. That's a total of 120 miles this week!

**The week of the ride:** You've made it. Although you'll be riding about 75 miles each day, that doesn't mean you shouldn't touch your bike the rest of the week. It does, however, allow you to play with your miles on two rides during the week. Make sure those rides don't exceed 20 miles. Take Friday off. Gather your gear and pack it in the car. Smile and give yourself a pat on the back. You're ready.



# CYCLING 101

## SAFETY

Safety is a top concern on all Bike MS events.

### Personal responsibility

Every rider is required to take a personal approach to his or her own safety. Even with all the safety and support systems in place, accidents can happen. Riders cannot rely on others to ensure their safety. It is the personal responsibility of each and every rider to keep themselves as safe as possible on this event.

Please read and follow the safety rules. If you have any questions regarding these policies, please call our office at 612-335-7900 or e-mail us at [bikeMS@MSsociety.org](mailto:bikeMS@MSsociety.org).

### Rules of the road — how to ride in groups

Whether you're on a road or a trail there are some basic safety rules to keep in mind when riding with a group.

**Please ride single file** on trails and no more than two abreast on the road. We have many riders participating in our events and it becomes dangerous on narrow shoulders and crowded trails when cyclists ride next to one another.

**Stop at all intersections**, even when a volunteer is present. It is your responsibility to look for oncoming vehicles.

**Always pass on the left side** and make sure to announce your pass by calling, "On your left."

If you are being passed, please stay toward the right side of the trail or road and slow down to allow the other rider to pass safely.

**Headphones or cell phones are not allowed** while riding any Bike MS events. If you need to make a call, please pull over to the right and dismount before using your phone.

### Route hazards

If you encounter debris or other hazards while riding, please call the Rider Help Line number on your wristband.



## Courteous cyclists (signals and calls)

Verbal signals should be used whenever you're riding around other people to help with passing, approaching vehicles or visible hazards.

### "Hazard"

Announce any debris, holes, etc., that could be dangerous to cyclists following you.

### "On your left"

Indicate before you begin to pass. Wait for the bike in front of you to move to the right before you pass. Make sure to leave at least two bike lengths between you and the previous cyclist.

### "Car up" or "Car back"

Announce at intersections or when riding on roads if you see or hear approaching vehicles either from the front or the rear.

## ALCOHOL AND DRUG POLICY

**Consumption of alcoholic beverages during the ride is not permitted.** If you are found under the influence, you will be asked to sign a release form and will not be supported on the ride for the remainder of the day.

Alcohol is not permitted on the Proctor High School grounds, so please move off the grounds if you plan to have alcohol Friday evening.

Please keep in mind that use of some drugs may impair your ability to ride safely. If you have a condition that requires the use of medication, please inform our staff so we can better assist you in case of a medical emergency.

## HELMETS

Helmets are required for all Bike MS events. They must fit properly and the strap must be buckled at all times while on your bike.



## REST STOP ETIQUETTE

Please ride fully into the rest stop area and dismount.

Make sure to move completely away from the rest stop entrance to allow other riders to enter safely.

When exiting, please keep to the right and move beyond the rest stop area before merging with faster riders.

## RIDER HELP LINE

In addition to support services on the event, every rider's wristband has the following number printed on it: 612-335-7996.

This number is directed to communications support and can assist riders or volunteers with safety-related needs such as route debris or mechanical difficulties.

If you are involved in an emergency, please dial 911, and then call the Rider Help line.



## INSIDER TIPS

Welcome to your first Bike MS: C.H. Robinson Worldwide MS 150 Ride! You are not alone. Last year more than 1,000 riders participated in Minnesota's biggest weekend cycling event for the first time. MS Society staff and more than 1,000 volunteers will be supporting you from start to finish.

Bike MS events are not races; you do not have to be Lance Armstrong to participate. This two-day event is geared for riders of all skill levels and abilities. Last year the MS 150 raised nearly \$2.5 million to help create a world free of MS. It is never too early to start fundraising. Each rider is responsible for a minimum of \$300 in donations. Just keep in mind that people can't say yes until you ask them. Please take your time reading through this magazine as you will find valuable information such as how to check in, what to pack and much, much more.

### HELPFUL TIPS FOR FIRST TIME RIDERS:

- The most important thing on your bike is a properly fitting saddle. Spend some time in it to make sure it's the one you want to be sitting on for 12 or more hours over a weekend.
- The speed of our riders averages from 10 to 18 miles per hour. Don't feel like you need to go faster than you're comfortable with, there are riders of all speeds on this event.
- Lines for the showers can get pretty long. The longest lines are usually between 1 and 3 p.m. Showers are also available at Hinckley High School.
- Food lines can also be deceptively long. Even though the line is long, it really doesn't take long to get to the food. Just to be safe, it's best to plan on taking an hour for breakfast. This includes time in line, eating, going back for seconds, if you want them, and having time to chat with other riders.
- Some riders choose to bring a small amount of spending money with them in case they want to visit the food vendors or local hot spots. Small bills are best.
- Bring plastic bags for your wet gear (swimsuits, towels, etc.).
- You may also want to bring a credit card and blank checks with you in case the worst happens and you need some major repair on your bike during the event.
- The bike mechanics come prepared with almost everything you could possibly need. If you forget a water bottle or one of your spokes break, these are the people you want to see.
- If you are camping indoors, try to get a space early. The center of the room is always a little quieter than near doorways.
- If you're a light sleeper, you might want a sleeping mask and ear plugs. They're not all that attractive, but at least you'll be sleeping.
- Information booths are located at Proctor, Hinckley and Century College. If you have any questions or need any assistance, this is the best place to start.
- Wondering what the specially-marked port-o-potties are all about? Those are for our Golden Gear Club members who raise \$1,000 or more. Start fundraising and you could get this luxury perk, too.
- As always, MS Society staff are available to answer any questions or concerns you might have at [bikeMS@MSsociety.org](mailto:bikeMS@MSsociety.org) or 612-335-7900.

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2. Join Erik's Facebook page for updates.
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More details will be available March 2010.

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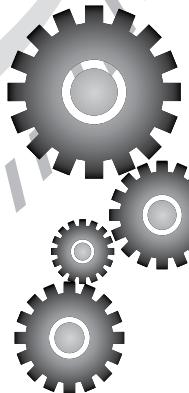
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[www.bicyclechain.com](http://www.bicyclechain.com)

### County Cycles

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### Erik's Bike Shop

16 locations in Minnesota and Wisconsin

[www.eriksbuskshop.com](http://www.eriksbuskshop.com)

### Freewheel Bike

Two Twin Cities metro locations

[www.freewheelbike.com](http://www.freewheelbike.com)

### Gateway Cycle

Oakdale

[www.gatewaycycle.com](http://www.gatewaycycle.com)

### Hoigaard's

St. Louis Park

[www.hoigaards.com](http://www.hoigaards.com)

### Maple Grove Cycling

Maple Grove

[www.maplegrovecycling.com](http://www.maplegrovecycling.com)

### Penn Cycle

Seven Twin Cities metro locations

[www.penncycle.com](http://www.penncycle.com)

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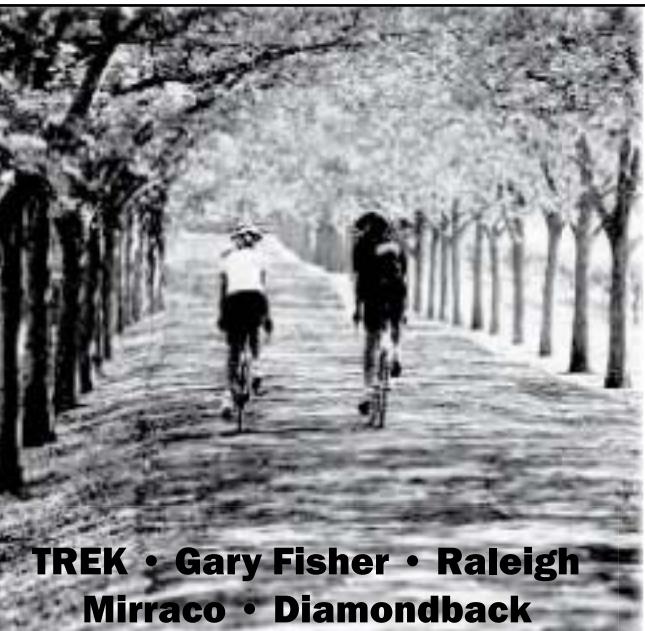
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MS150-2010



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[www.penncycle.com](http://www.penncycle.com)

7 Convenient Locations.

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Blaine 10611 Baltimore St. NE Ste. 140 763 432-9430  
Woodbury 6415 Lake Road Terrace 651 731-9458

Minnetonka 10750 Cedar Bend 952 593-5830  
Minneapolis 710 W. Lake St. 612 822-2228  
Richfield 6824 Penn Ave S. 612 866-7540  
Eagan 2290 Cliff Road 651 882-1241



## Tonka Cycle & Ski

14731 Excelsior Blvd.  
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Proud to sponsor all the MS Rides



**\$10.00 Off**

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Any Bike Accessory  
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## Leaving a legacy

Since Carol Lorenzen was diagnosed with multiple sclerosis in 1987, she and her husband, James, have become familiar faces at Minnesota Chapter programs and events. James has ridden in Bike MS: C.H. Robinson Worldwide MS 150 Ride for more than two decades and Carol volunteers with the chapter in countless ways, including at the MS 150 and serving on the On the Move Luncheon Committee for the last five years. After supporting the chapter for more than 20 years, it seemed natural to include the National MS Society in their will.

"We were already invested in the movement to end MS, and in planning for our future. We wanted to do something significant to keep that movement alive even after our lifetimes," Carol said.

Join the Lorenzens and others in this extraordinary group of people committed to a world free of MS. Leave the MS Society in your estate plan and become a member of our Lawry Circle. For more information, contact Rachel Hughes at 612-335-7965 or [rjhughes@MSsociety.org](mailto:rjhughes@MSsociety.org).





## VOLUNTEER

Each year, thousands of people help move us closer to a world free of MS by volunteering at MS Society events. Whether it's driving a rest stop truck or cheering at the finish line, volunteers are a crucial part of Bike MS: C.H. Robinson Worldwide MS 150 Ride. If your friends and family members aren't participating in the event, invite them to lend a hand by volunteering. Volunteers receive a meal, a volunteer T-shirt and are invited to camp at the overnight sites free of charge.

### VOLUNTEER OPPORTUNITIES INCLUDE:

Intersection safety*	First aid	Route markers*
Set-up/tear-down	Rest stop assistants	Support and gear drivers
Registration*	Food service	HAM radio operators
Motorcycle escorts*	Ride marshals*	
Photographers	Massage therapists	*=greatest need
Parking assistants*	Truck drivers*	

There is a volunteer position for everyone. For more information or to sign up, visit [www.MSsociety.org](http://www.MSsociety.org) and click "Volunteer" on the left-hand side, or contact Will Ziegenhagen at 612-335-7992 or [wziegenhagen@MSsociety.org](mailto:wziegenhagen@MSsociety.org).

## CHAMPIONS

Champions is a program created to help cyclists in Bike MS: C.H. Robinson Worldwide MS 150 Ride connect with people living with MS to foster education, awareness, gratitude, and most importantly, hope. The program gives you a chance to ride in honor of someone with MS — making the experience more fulfilling. You and your Champion can exchange e-mails before the ride and even meet in-person at the event.

New this year, cyclists can choose their Champion by viewing individual profiles online. Each profile includes the Champion's personal story and a special identifier his or her cyclist should wear along the ride in their honor. Examples of identifiers include ribbons, stickers or a certain color bike shorts. If you already ride for someone with MS, that person can become an official Champion by calling Megan Sparks at 612-335-7955. To pick out your Champion, just visit the MS 150 home page.

## 2009 TOP FUNDRAISERS

### TOP FUNDRAISING TEAM

Cargill — Team Pelleton, \$144,269, Captain — Mike Etzel



### DENNY MCGILL, \$33,375

In his third year, Denny maintained the coveted top fundraising spot, raising \$33,375 to help create a world free of MS. Denny is part of Cargill — Team Pelleton.

#### MISSION STARS CLUB

*Participants who raised \$9,000 or more.*

Daniel Haag	\$9,535	Thomas Como	\$4,600	Janell Melhorn	\$3,150
Rachel Hollstadt	\$9,045	Jack Conrad	\$5,500	Matthew Mosher	\$3,415
Gregory Lang	\$12,267	Mike Deml	\$3,000	Margery Neis	\$3,975
Pierre Jean Laupies	\$10,908	Gary Disch	\$5,745	Bob Nelson	\$5,051
Dennis McGill	\$33,375	Brenda Doubler	\$5,430	Shawn O'Grady	\$5,000
Nancy McGill	\$11,705	Darrin Drosky	\$3,250	Andy Olson	\$4,235
David Potts	\$11,220	Rick Ebner	\$3,810	Dawn Owens	\$3,870
Mike Schrock	\$17,014	Mike Etzel	\$3,690	Christopher Paul	\$3,025
Ronald Schutz	\$11,100	Bryan Evarts	\$5,469	Jon Pedersen	\$5,150
		Michael Gilbert	\$3,113	Vicki Pooler	\$5,430
		Jeff Goldstein	\$7,045	Allison Quady	\$3,000

#### VIP CLUB

*Participants who raised \$3,000 or more.*

David Abrams	\$3,636	Dale Hanson	\$3,100	Tim Russell	\$3,440
Brian Ahrens	\$4,000	Steve Hendricks	\$7,347	Mark Scharmer	\$3,500
Martin Bassett	\$5,325	Brad Honold	\$3,510	Charles Stark	\$4,470
Guillaume Bastiaens	\$3,000	Allan Hunt	\$3,275	Michael Swieczkowski	\$3,362
Brian Bierbaum	\$3,150	Ned Jenks	\$3,125	Raymond Tahnk-Johnson	\$5,753
James Blumke	\$5,511	James Johnson	\$6,175	George Wallin	\$4,400
Dave Burrill	\$3,090	Andrew Johnson	\$6,145	Morgan White	\$3,121
Jim Byrne	\$5,825	John Knievel	\$3,280	Ken Wise	\$6,360
Amy Carlson	\$3,029	James Lorenzen	\$5,115	Todd Zabel	\$5,275
Wayne Chapman	\$3,550	Rob Lund	\$3,029		
Claudia Chase	\$3,269	Mary Marette	\$3,440		

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